2072407481A

From: Schwarz, Louis on Tue, Jun 13, 1995 11:39 AM
Subject: RE: Merit Awards: Selective Binding Test
To: Maggio, Melinda
Cc: Eibon, Jeanne; Yates, Margaret

Minda,

The program names that I have are as follows:
1) People S.B Test, PEOPLE CONTROL, Solo Direct Mail - No Coupon Version
Qty. 2,982
2) Ladies Home Journal S.B Test, LHJ CONTROL, Solo Direct Mail - No Coupon Version.
Qty. 19,148 & 17,675
3) Sports Illustrated S.B Test, SI CONTROL, Solo Direct Mail - No Coupon Version.
Qty. 7,307 & 6,486

I hope the info. above helps. Also, since these Merit Awards Catalogs were part of a test, would you have separate costs for Test vs. Rollout? Please call if you have any questions.
Thanks,
-Louis
412-362-8929 x1300

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